

Smokers and Quitting

Smoking cessation is a complex, and often extended process. It begins with an individual considering trying to quit and in some cases, proceeds to repeated quit attempts until successful. Because social norms have shifted away from the acceptability of smoking and cigarette prices have increased substantially, more smokers than ever are trying to quit.

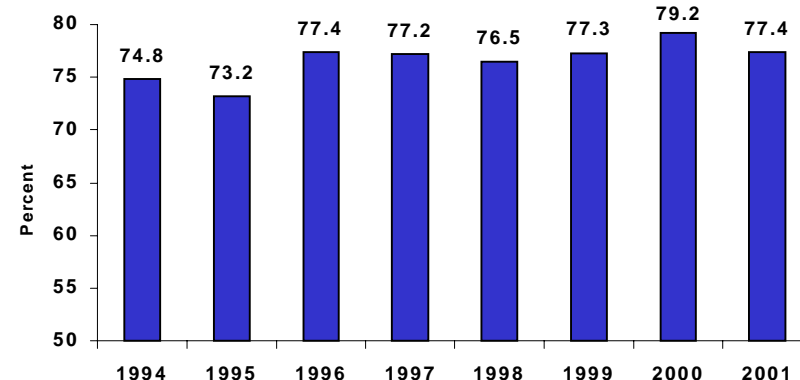
Desire to Quit

- More than three out of every four California smokers say that they would like to stop smoking.

Intention to Quit

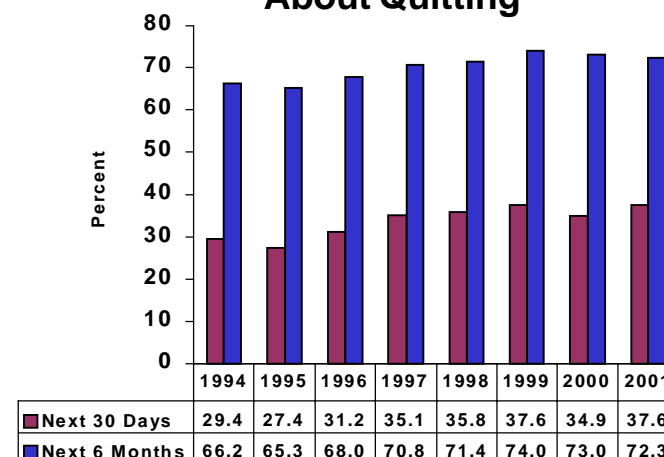
- More than 70% of California adult current smokers report that they are thinking about quitting within the next 6 months, and more than a third report that they are thinking about quitting smoking within the next 30 days.
- The percentage of smokers who state that they are thinking about quitting within the next 30 days has increased since 1995. Similarly the percentage of those who are thinking about quitting within the next 6 months has also increased.

Proportion of California Smokers Who Say They Want to Quit



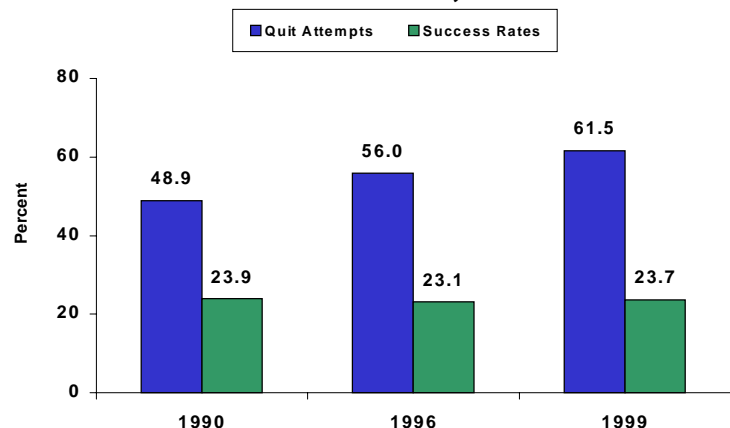
Source: CATS/BRFS, 1994 - 2001 is weighted to the 1990 California population.
Prepared by: California Department of Health Services, Tobacco Control Section, 2002.

Proportion of California Smokers Thinking About Quitting



Source: CATS/BRFS, 1994 - 2001 is weighted to the 1990 California population.
Prepared by: California Department of Health Services, Tobacco Control Section, 2002.

Quit-Attempt and Success Rates among California Smokers, 1990-1999



Source: CTS Adult Extended Survey 1990, 1996, and 1999 are weighted to the 1996 California population. Prepared by: California Department of Health Services, Tobacco Control Section, 2002.

Quit-Attempt and Success Rates

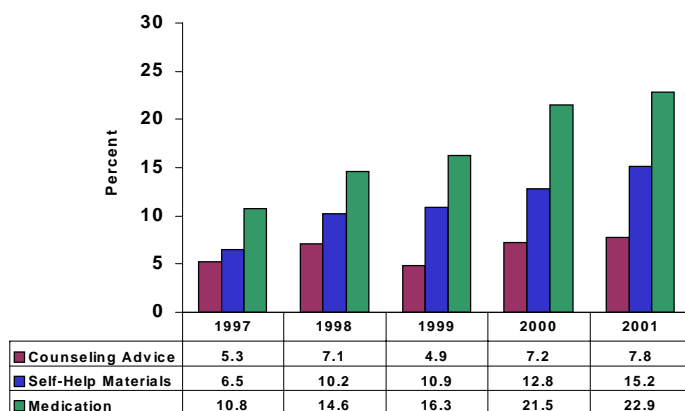
- 61.5% of smokers made a quit attempt in 1999 that lasted one day or longer. This is a 25.7% increase over the 1990 rate of 48.9%.
- The rate of successful quitting, defined as 90 or more days of abstinence, has not changed since 1990.

About the Surveys

The Behavioral Risk Factor Survey (1984-present) and the California Adult Tobacco Survey (1993-present) are random digit-dial telephone surveys of 8,000 adults conducted annually by the Computer Assisted Telephone Interviewing (CATI) Unit of the Cancer Surveillance Section of the CDHS. Data have been weighted to the 1990 California population using gender, 4 race and 2 age groups.

The California Tobacco Surveys (CTS) (1990, 1992-1993, 1996, 1999), funded by the Tobacco Control Section of the CDHS, were conducted by the Cancer Prevention and Control Program of the University of California, San Diego. The California Tobacco Survey is a very large-scale telephone survey that includes a screener survey, an adult extended survey and a youth survey.

Use of Cessation Assistance by California Smokers Trying to Quit



Source: CATS/BRFS, 1997 - 2001 is weighted to the 1990 California population. Prepared by: California Department of Health Services, Tobacco Control Section, 2002.

Nicotine Replacement Therapy as a Cessation Aid

- From 1997-2001, the use of nicotine replacement therapy (patches, gum, or nasal spray) to assist in quitting increased from 10.8% to 22.9%.
- The use of self-help materials also doubled over this period.
- The percentage of those who were assisted by counseling advice fluctuated.
- The majority of smokers making a quit attempt used no assistance.

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